

A system and method for providing web site update schedules to consumers. A consumer requests the web sites for which they would like to receive update schedules and the invention provides the update schedules to the consumer along with advertisements, promotions and recommendations for other web sites to visit. In one embodiment, these advertisements and recommendations are targeted to the consumers based on their interests. The update schedules for the various web sites can be obtained through several means. In one embodiment, the update schedules may be obtained by itself by crawling the web sites periodically or by receiving the update schedules directly from web sites that register with the system.